

## AMENDMENTS TO THE CLAIMS:

1. (Currently Amended) A display device comprising an elongate strip of sheet material having a plurality of product carrying pockets, each pocket being provided with a pair of laterally spaced front sections in a plane substantially parallel to the a plane of an adjacent rear section of the elongate strip, each front section being attached to the rear section of the elongate strip, at or adjacent an upper edge thereof of each front section, by means of via an upper bridge portion, a further attachment between a further section of the elongate strip and wherein the front portions is provided by sections are also attached to the elongate strip via at least one lower bridge intermediate the front portions and which is attached thereto located at or adjacent the lower edges thereof of the pockets, and the pockets being arranged one above another so that the front sections of an upper pocket are in integral and coplanar attachment with the a rear sections section of a pocket immediately below.
2. (Currently Amended) A display device as in Claim 1 wherein one or both of the front portions; sections of each pocket is provided with a detent which is configured means to firmly engage the product when located in the pocket.
3. (Currently Amended) A display device as in Claim 2 wherein the a detent means is provided in both front portions sections of each pocket, and each detent comprises a tab adapted to abut either side of the products product.

4. (Currently Amended) A display device as in Claim 3 wherein the tab is integral with the front ~~portion~~ section.
5. (Currently Amended) A display device as in Claim 1 wherein the upper and lower bridge portions are integral with respective areas of the front and rear sections ~~and are provided by part~~ of the respective section thereof.
6. (Currently Amended) A display device as in Claim 1 wherein the upper and lower bridge portions are integral with respective areas of the front and rear sections and are provided by ~~such~~ parts which extend therebetween substantially at right angles to the substantially parallel planes, ~~which said~~ parts being defined by fold-lines adapted to allow the bridge portions to remain substantially at ~~rights-angle~~ right angles to the parallel planes at least during use.
7. (Currently Amended) A display device as in Claim 1 wherein there is provided any convenient number ~~a plurality~~ of pockets arranged continuously in stepped arrangement as ~~described above~~.
8. (Currently Amended) A display device as in Claim 1 wherein there is provided means to enable the loaded display device is configured to be folded at least once along its length so that the loaded display device may be conveniently packed in a suitable carton or other container for shipment.

9. (Currently Amended) A display device as in Claim 7 wherein the stepped arrangement is interrupted by an intermediate flat section of elongate strip, wherein the which flat section carries means is configured to facilitate a fold.

10. (Currently Amended) A display device as in Claim 1 wherein ~~there is provided at its head thereof with means~~ the device is configured to attach the display device to other display apparatus.

11. (Currently Amended) A display device as in Claim 10 wherein ~~such means is provided by a head of the display device comprises~~ a hole or slot.

12. (Currently Amended) A display device as in Claim 10 wherein such means is provided by ~~or~~ further comprising self-adhesive tape on a head of the display device.

13. (Currently Amended) A display device as in Claim 1 wherein ~~where~~ the display device is capable of being configured to be split, further attachment means is ~~provided below the perforations in the intermediate flat section~~ wherein the display device comprises at least one perforation.

14. (Currently Amended) A blank for a display device of the type having a plurality of product carrying pockets comprising an elongate sheet of suitable material having a pair of substantially parallel spaced lines of longitudinal cuts running substantially centrally along at least one section of the sheet material, a second pair of substantially parallel spaced lines of

longitudinal cuts running ~~one each~~ intermediate the first pair of lines and a respective edge of the sheet, adjacent cuts in the first and second lines being joined by a connecting cut ~~between the leading and of a respective cut in the second pair of lines and the trailing end of a respective cut~~ in the first pair of lines so that each area of sheet between each respective pair of cuts in the first pair of lines and a respective nearest portion edge of the sheet defines thereby defining a front section of a pocket, each area of sheet between each respective pair of cuts in the second pair of lines and a respective nearest portion edge of the sheet defines an upper bridge portion, a first region of each area of sheet between each pair of cuts in the first pair of lines adjacent and extending laterally from the respective connecting cuts defines a rear section of the pocket, and a second remaining region of each area of sheet between each pair of cuts in the first pair of lines defines a lower bridge portion.

15. (Currently Amended) A blank for a display device as in Claim 14 wherein there is provided a number of transverse fold lines, ~~provided by any convenient means at wherein~~ each end of each bridge portion is configured to facilitate folding of the blank to form the pockets.

16. (Currently Amended) A blank for a display device as in Claim 14 wherein each line defining a front portion is provided with a cut defining a tab which ~~can be folded~~ is foldable to secure product when held in a pocket.

17. (Currently Amended) A blank for a display device as in Claim 16 wherein each cut defining the tab is of ~~any convenient shape such as~~ has a 'c' shape and is provided with an appropriate ~~a~~ fold line.

18-19. (Cancelled)